

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / RDU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

To:	RJR ACCOUNT #: #336660	CC:	K. JURGENSEN
	MR. R. KIRST E. P. KIRST & SONS	CC:	
FAX #:	(716) 649-1383		

PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	3	1 (ONE CTN)	90
25469	6M		DORAL MEN LT 100	3	1 (ONE CTN)	
25468	6M		DORAL 100	3	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	3	1 (ONE CTN)	

PRODUCT PO # 081998

DISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/19/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$4,033.94	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
90	NO. OF DISPLAYS ON CUSTOMER LIST
\$168.00	PACKING PAYMENT (\$14.00 x 12 (6M) PROMOTED CASES)

DESCRIPTION	
8/19/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
0	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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WHOLESALER : 336660 E. P. KIRST & SONS, INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162601	162626	634311	DELGROVE SERVICE CT	402 DELAWARE AVEN	TONAWANDA	NY	14150	2		932764	(716)692-9523		
162601		688198	FAST MART	410 RHODE ISLAND	BUFFALO	NY	14213	1			(716)883-0608		
162601	162629	753315	S. PERSAUD MOBIL	4801 BROADWAY	DEPEW	NY	14043	1			(716)683-7334		
162601	162625	784801	JOLLY ROGER	214 PORTER AVE	BUFFALO	NY	14201	1		2599-0000	(716)881-5299		
162601	162626	645752	T.M. CALLAHAN SUNOC	1837 LOVE ROAD	GRAND ISLAND	NY	14072	1		0362-0102	(716)775-0400		
162601	162629	624657	FAST STOP FOOD	326 MILITARY RD	BUFFALO	NY	14207	1			(716)874-9707		
162601		626715	ONTARIO EXPRESS	430 ONTARIO STREE	BUFFALO	NY	14207	1			934265 (716)877-5667		
162601	162625	587346	BEST MART	239 S ELMWOOD AVE	BUFFALO	NY	14201	1		2599-0000	932582 (716)852-4611		
162601	162629	598999	JOLLY ROGER	580 DICK RD.	DEPEW	NY	14043	1			930479 (716)683-5120		
162601	162625	579111	CFM #33-102	1850 UNION RD	WEST SENECA	NY	14224	1			920397 (716)675-0107		
162601	162625	473626	CLINTON SUNOCO	3502 CLINTON ST	WEST SENECA	NY	14224	2			902551 (716)668-9814		
162601	162626	398819	CORNER STORE	1091 OLIVER ST	NORTH TONAWANDA	NY	14120	2	NYS		903617 (000)692-5920		
162601	162629	578832	RIVERSIDE MOBIL	16 ONTARIO ST	BUFFALO	NY	14207	2	NYS		926808 (716)875-9342		
162601	162626	530653	BRUNO'S MOBIL	1038 PINE AVE	NIAGARA FALLS	NY	14301	1	NYS		(716)284-7598		
162601	162629	401511	TOM MANKO MOBIL	1180 FRENCH RD	CHEEKTONWAGA	NY	14227	1	NYS		937276 (716)656-0801		
162601	162625	301993	GRAVINO MOBIL	2333 GRAND ISLAND	GRAND ISLAND	NY	14072	1	NYS		936807 (716)773-1434		
162602	162621	792497	GILL'S SUNOCO	2206 BUFFALO RD	ROCHESTER	NY	14624	1			(716)247-9310		
162602	162621	923833	MOBIL MART/F	1508 BUFFALO RD	ROCHESTER	NY	14624	1		5569-0000	932442 (716)768-4290		
162602	162624	765209	MIDNIGHT EXPRESS	7940 E MAIN RD	LE ROY	NY	14482	1			929489 (716)896-5972		
162602	162629	628970	TRADE FAIR FOOD MAR	1345 EAST DELEAN	BUFFALO	NY	14215	1			(716)765-2302		
162602	162630	422961	THE E-Z SHOP	183 N MAIN ST	LYNDONVILLE	NY	14098	1			934638 (716)694-0819		
162602	162629	764601	ROBO GAS #508	941 PAYNE AVE	N TONAWANDA	NY	14120	1		2021-0000	918250 (716)937-3355		
162602	162622	128604	APLUS MINI MARKET	13320 BROADWAY ST	ALDEN	NY	14004	1		0362-0102	(716)688-0963		
162602	162622	792131	UNIVERSITY MOBIL	3652 SHERIDAN DR	AMHERST	NY	14226	1			926824 (716)836-5337		
162602	162629	961467	FRANKS MOBIL	3198 MAIN ST	BUFFALO	NY	14214	1		1449-0000	(716)637-4290		
162602	162630	504309	ROBINSON'S MINI MAR	6517 BROCKPORT SP	BROCKPORT	NY	14420	1			935718 (716)889-3090		
162602	162624	661155	MIDNIGHT EXPRESS	3932 SCOTTSVILLE	SCOTTSVILLE	NY	14546	1		5569-0000	938076 (716)352-4080		
162602	162630	683165	MIDNIGHT EXPRESS	3512 BROCKPORT SP	SPENCERPORT	NY	14559	1		5569-0000	(716)637-3251		
162602	162630	571569	CFM #33-049-2	204 MAIN ST	BROCKPORT	NY	14420	1			932475 (716)594-9751		
162602	162621	215090	MIDNIGHT EXPRESS	3875 BUFFALO RD	ROCHESTER	NY	14624	1		5569-0000	934901 (716)632-2789		
162602	162622	078210	ROBO GAS #521	727 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS	2021-0000	(716)591-2580		
162602	162622	765343	BUSY MART	211 E MAIN ST	ATTICA	NY	14011	1	NYS		935130 (716)633-5224		
162602	162629	765289	WETZELS STATION	1105 WEIRLE DR	WILLIAMSVILLE	NY	14221	1	NYS		926790 (716)886-1716		
162602	162625	578827	ELMWOOD MOBIL	1137 ELMWOOD AVE	BUFFALO	NY	14222	1	NYS	1449-0000	934273 (716)689-4739		
162602	162622	504235	WETZEL'S MOBIL	1810 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS		934679 (716)833-3888		
162602	162622	764992	ROBO GAS #510	665 MILLERSPORT H	AMHERST	NY	14226	1	NYS	2021-0000	934745 (716)832-6445		
162602	162622	398748	ROBO GAS #502	535 KENMORE AVE	BUFFALO	NY	14223	1	NYS	2021-0000	934927 (716)837-8800		
162602	162622	398832	ROBO GAS #503	2415 SHERIDAN DR	TONAWANDA	NY	14150	1	NYS	2021-0000	932491 (716)632-1512		
162602	162629	128521	MANKO MOBIL #08390	3550 GENESEE ST	CHEEKTONWAGA	NY	14225	1	NYS		903351 (716)826-3255		
162603	162625	633285	GEMMATI'S APLUS MIN	1442 UNION ROAD	WEST SENECA	NY	14224	1		0362-0102	924563 (716)675-3153		
162603	162625	697276	REESE'S CONV MARKET	1005 ABBOTT RD	BUFFALO	NY	14220	1			5		
162603	162625	699105	MOBIL WHIP	697 ORCHARD PARK	WEST SENECA	NY	14224	1			924563 (716)675-3153		

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WORKPLAN VAP TEMPLATE LISTING

 PAGE: 9
 DATE: 98-07-07
 TIME: 01:07 PM

 WHOLESALER : 336660 E. P. KIRST & SONS, INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
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 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162625	697271	SUNOCO	3030 SENECA ST	WEST SENECA	NY	14224	1				(716)827-0435
162603	162623	454519	D & D MOBIL MART	6640 CLINTON ST	ELMA	NY	14059	1				918755 (716)681-2700
162603	162623	487529	TOWN HALL MOBIL	5999 S PARK AVE	HAMBURG	NY	14075	1				909382 (718)648-3751
162603	162623	496770	NUNN'S AUTO & TIRE	255 BUFFALO ST	HAMBURG	NY	14075	2				919530 (716)648-9912
162603	162623	397332	CY'S PHARMACY	2317 BOWEN RD	ELMA	NY	14059	2	NYS			903914 (716)652-3920
162603	162625	765453	ABBOTT NEWS	516 ABBOTT RD	BUFFALO	NY	14220	2	NYS			900068 (716)824-6267
162603	162623	765565	LUTZ MOBIL	5073 CAMP RD	HAMBURG	NY	14075	1	NYS			908798 (716)649-2974
162603	162623	534802	HORVATH'S MOBIL	3326 LAKE SHORE R	BUFFALO	NY	14219	2	NYS			907238 (716)823-1104
162603	162623	578687	D & D MOBIL INC./F	661 JAMISON RD	ELMA	NY	14059	1	NYS			903922 (716)652-5460
162603	162623	063801	LUTZS MCKINLEY MOBI	4479 LAKE AVE	BLASDELL	NY	14219	2	NYS			908822 (716)824-1879
162604	162624	438832	C-STORE	640 PITTS-VIC RD.	PITTSFORD	NY	14534	1		2599-0000		930537 (716)248-8145
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1				(716)254-4910
162605	162624	244396	MACEDON MOBIL MART	337 RT 31	MACEDON	NY	14502	1				(315)986-4359
162605	162624	433776	NEWCOMB OIL	513 E MAIN ST	PALMYRA	NY	14522	1	NYS	3514-0000		(315)597-5853
162606	162225	407427	UNION NEWS INC.	213 N UNION ST	OLEAN	NY	14760	3				914028 (718)372-0063
162606	162623	658350	YELLOW GOOSE #7	14 N ERIE ST	MAYVILLE	NY	14757	2				922963 (716)753-2606
162606	162628	681136	MOBIL	2805 N MAIN EXT	JAMESTOWN	NY	14701	2				926467 (716)483-9174
162606	162628	617414	US NEWS	1393 EAST 2ND ST	JAMESTOWN	NY	14701	2				921726 (716)665-3209
162606	162628	624638	LAKWOOD CONVENIENT	184 E FAIRMONT ST	LAKWOOD	NY	14750	3				(716)763-0486
162606	162628	484511	U.S. NEWS SOUTH	712 FOOTE AVE	JAMESTOWN	NY	14701	3				919555 (716)488-9235
162606	162628	584385	U.S. NEWS	107 W 3RD ST	JAMESTOWN	NY	14701	4	NYS			913970 (716)664-7357
162606	162623	764451	WEBER CITY MKT	RT 16	YORKSHIRE	NY	14173	3	NYS			914648 (716)496-5442
162606	162628	313882	ROBO ENTERPRISES	111 MARION ST	JAMESTOWN	NY	14701	3	NYS			911271 (716)661-9190

PAGE BREAK TOTAL ACCOUNTS 65 TOTAL QUANTITY 90

TEMPLATE TOTAL ACCOUNTS 65 TOTAL QUANTITY 90

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We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

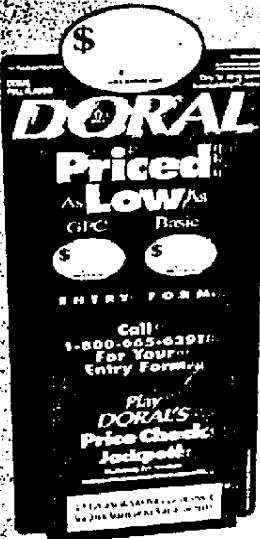
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card
w/Entry Forms



Wobbler



Counter
Display
(40 packs
per display)

Additional Support Pieces:*

Pack Outlet

Small Poster

Cigarette/Tobacco Store Outlet

Large Poster

Banner

Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.

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